Getting influencers to promote your post

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Connecting with influencers

- **Influencers are people who have a large following and their posts get shared a lot**
- They're usually very active online and people care somewhat about their opinion
- Influencers make most of their money by advertising different products
- They're always looking for new stuff to share and brands to work with

- **Step #1 Identify an influencer in your industry**

  - search for your industry keywords on social media and see who has the most followers and the most engagement
  - use FollowerWonk, a tool created by Moz

- **Step #2 Connect with the influencer and try to build a relationship**

  - follow them, engage with them, link to them, share their content
  - try to be helpful to them in some way to make yourself noticed

- **Step #3 Contact them and ask for a share**

  - the post has to benefit them in a way or another in order for them to share it
  - you could ask for their opinion on the post before asking them to share it

- Don’t forget to thank them and continue building your relationship - this increases the chances that they’ll share your posts in the future as well